



UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Marketing Research

Course Code: BBA-407 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. The degree of exactness or exactitude in scientific research is known as
 - a) Purposiveness
 - b) Rigor
 - c) Objectivity
 - d) Testability
2. The type of reasoning in which researcher go from general to specific is?
 - a) Deductive
 - b) Inductive
 - c) Deductive-inductive
 - d) None of these
3. The variable of primary interest to the study
 - a) Independent Variable
 - b) Dependent Variable
 - c) Criterion Variable
 - d) Both b and c
4. The study in which important variables associated with the problem is called
 - a) Casual Study
 - b) Correlational Study
 - c) Case Study
 - d) Hypothesis Testing
5. The scale that allows a researcher to assign subjects to certain categories or groups is called
 - a) Nominal
 - b) Ordinal
 - c) Interval
 - d) Ratio
6. The sampling in which the most easily accessible members are chosen as subjects
 - a) Judgment
 - b) Quota
 - c) Convenience
 - d) Cluster

P.T.O.

7. Measures that reflect the intensity of a concept by assigning values that can take on any value along some scale range

- a) Continuous
- b) Discrete
- c) a & b
- d) None of these

8. A scale that measures both the direction and intensity of the attributes of a concept

- a) Staple scale
- b) Dichotomous scale
- c) Likert scale
- d) Constant sum rating scale

9. A typical omnibus study will probably have a sample size of:

- a) 10-20
- b) 100-200
- c) 1000-2000
- d) None of the above

10. A subset or subgroup of the population chosen for study

- a) Subject
- b) Sample
- c) Population frame
- d) Element



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MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.NO.2: Give Short answers to the following questions.

(2x10=20)

- 1) Differentiate probability and Non- probability sampling.
- 2) What is Problem definition?
- 3) Differentiate parametric and non parametric research.
- 4) What is a random sampling error?
- 5) Give an example of Quasi experimental design.
- 6) What are the errors associated with Direct Observation?
- 7) What is meant by reliability?
- 8) Define Hawthorne effect.
- 9) How to trade off between Internal & External Validity in experiment design?
- 10) What is meant by operational definition.

Q.NO.3: Indicate whether the following measures are nominal , ordinal, interval or ratio scales. Support your answers with logic.

(10 Marks)

- a. Prices on the stock market
- b. Marital status, classified as "married" or "unmarried"
- c. Whether the respondent has ever been unemployed
- d. Professional rank: assistant professor, associate professor, or professor
- e. Grades: A, B, C, D or F

Q.NO.4: What is ANOVA and when ANOVA is used?

(10 Marks)

Q.NO. 5: Explain hypothesis testing in marketing research in detail.

(10 Marks)